PM-USA WEEKLY PERFORMANCE SUMMARY
WEEKLY INTEGRATED NIELSEN - W/E 7/9/94

ALL OUTLETS COMBINED:

- PM's weekly share declined -0.3 points versus week-ago to 46.4% (its lowest level since the first week of May), as losses by Marlboro, PM's Other Premium Brands and Cambridge were partially offset by Basic's modest gain. On a four week basis, PM's share was down -0.1 points versus the prior four week period to 46.6%, with B&H, Basic and PM PL losses more than offsetting Marlboro's advance.

- Marlboro experienced a modest -0.06 point share loss week-to-week to 29.0%, with Country Store B4G1F promotional product's share down -0.2 points week-to-week to 0.8%, -0.4 points below its peak level. However, on a four week basis the brand continued to reach record levels, advancing +0.4 points versus four weeks ago to 29.0%.

- PM's Other Premium Brands' share declined -0.2 points to 8.8% on both a weekly and four week basis (its lowest level since October 1993). PM's Discount Brands' experienced a -0.05 point loss week-to-week to 8.7%, as Basic's gain partially offset Cambridge's decline.

- RJR's share was down -0.1 point to 28.4% on both a weekly and four week basis. Week-to-week losses by its premium franchises were partially offset by RJR's PL gains. On a four week basis, Camel, Best Value and RJR PL losses more than offset Winston Select and Monarch increases.

- Likely influenced by the "first-week-of-the-month" effect, the Discount Category's weekly share gained +0.3 points versus week-ago to 31.4%, with RJR's PL's and GPC realizing the largest gains. On a four week basis, the category's share was off -0.2 points versus the prior four week period to 31.5%, its lowest level since August 1992. Losses by PM and RJR Private Labels, Basic and Best Value (-0.1 point each) more than offset advances by Monarch and GPC (+0.1 point each).

CONVENIENCE STORES:

- PM's share declined -0.4 points versus week ago to 47.9%, as losses to Marlboro and PM Other Premium were partially offset by a Basic gain. The company's four week share was off -0.5 points to 48.3%.

- Marlboro experienced a -0.3 point week-to-week decline to 31.8%, with B4G1F promotional product (-0.25) accounting for the majority of the decline. The franchise's four week share advanced +0.2 points versus the prior four week period to 32.0%.

  Marlboro free product incidence declined -3 points versus week-ago and -9 points during the latest three weeks to 37% of c-stores. The percentage of c-stores with a Marlboro mail-in offer (Country Store catalog) was stable week-to-week at 42%.

- RJR's weekly share was off -0.1 points versus week-ago to 27.6%. On a four week basis the manufacturer's performance was up +0.1 points, with Winston Select contributing the largest gain (+0.2).

  Winston's weekly share was down -0.1 points versus week ago, despite continued expansion of the Select free product promotion. Select free product incidence advanced +4 points versus week-ago to 15% of c-stores, with the B3G3F offer available in 11% of stores.

- The Discount Category's share increased +0.5 points versus week-ago to 32.0%, with performance likely influenced by the "first week of the month" effect. On a four week basis, the category declined -0.1 points versus four weeks-ago to 32.1%.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

BENCHMARKS
NIELSEN DATA W/E 7/9/94

ALL OUTLETS COMBINED:

- All benchmarks are favorable with the exception of Other Premium Brands and Basic Share of Discount.

BENCHMARKS - TOTAL US
WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED

	Target	Benchmarks*		4 w/e 9-Jul	Current vs. Benchmark	
Philip Morris	44.3	44.5	(lower limit)	46.6	2.1	Favorable
Marlboro	25.7	26.3	(lower limit)	29.0	2.7	Favorable
OPB	8.8	8.9	(lower limit)	8.8	0.1	Unfavorable
Virginia Slims	2.7	2.7	(lower limit)	2.8	0.1	Favorable
Benson & Hedges	2.5	2.5	(lower limit)	2.5	0.0	Favorable
Merit	2.8	2.8	(lower limit)	2.8	0.0	Favorable
Parliament	0.6	0.6	(lower limit)	0.6	0.0	Favorable
Basic Shr. of Disc. (SOC)	15.1	14.5	(lower limit)	14.4	0.1	Unfavorable
Discount Category	34.5	+2.0 Pts.	(upper limit)**	31.5	3.0	Favorable
Private Label	8.5	9.0	(upper limit)	7.1	1.9	Favorable

* Revised to reflect 1994 First Revised Forecast.

** Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

CONVENIENCE STORES:

- Most share performance benchmarks remain favorable.

BENCHMARKS - TOTAL US
NIELSEN WEEKLY C-STORE AUDITS (800 STORES)

	Benchmarks		4 Weeks Ending 9-Jul	Current vs. Benchmark	
Philip Morris	45.2	(lower limit)	48.3	3.1	Favorable
Marlboro	28.2	(lower limit)	32.0	3.8	Favorable
OPB	7.7	(lower limit)	7.6	0.1	Unfavorable
Virginia Slims	2.3	(lower limit)	2.3	0.0	Favorable
Benson & Hedges	2.2	(lower limit)	2.1	0.1	Unfavorable
Merit	2.6	(lower limit)	2.6	0.0	Favorable
Parliament	0.4	(lower limit)	0.5	0.1	Favorable
Basic - Shr. of Discount	16.3	(lower limit)	15.1	1.2	Unfavorable
Discount Category	+2.0 Pts.	(upper limit)*	32.1	2.8	Favorable
Private Label	10.2	(upper limit)	8.3	1.9	Favorable
Lowest Disc. Price **	$1.34	(lower limit)	$1.32	$0.02	Unfavorable
Absolute Price Gap ***	$0.57	(upper limit)	$0.60	$0.03	Unfavorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

** Source: Nielsen Weekly Pricing Audits (linear average)

*** Marlboro versus lowest Discount.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

WEEKLY PERFORMANCE SUMMARY & BENCHMARKS
SHIPMENTS W/E 7/22/94

WEEKLY SHIPMENTS:

- Industry volume for the week was 9.5 billion units, down -133 million units from last week, with RJR accounting for nearly half of the unit drop.
- All competitors remained near recent shipment levels. RJR continues to remain below expected levels.
- PM-USA's weekly volume (4.3 billion) has averaged 4.3 - 4.4 billion over the last four weeks, primarily due to higher consumer take-away with some excess inventory accumulation.
- Basic's 13wm share of Discount currently at benchmark, has fluctuated within 0.2% below its target since May.
- PM-USA's share, above 45.0% for the third straight week, was higher than third quarter target.

BENCHMARKS:

- All Shipment benchmarks are favorable with the exception of Benson & Hedges.

BENCHMARKS - TOTAL US
SHIPMENTS 13 WEEK MOVING

	Benchmarks		13 Weeks Ending 22-Jul	Current vs. Benchmark	
Philip Morris	42.0	(lower limit)	45.3	3.3	Favorable
Marlboro	24.9	(lower limit)	28.7	3.8	Favorable
OPB	7.8	(lower limit)	8.0	0.2	Favorable
Virginia Slims	2.2	(lower limit)	2.4	0.2	Favorable
Benson & Hedges	2.5	(lower limit)	2.4	0.1	Unfavorable
Merit	2.3	(lower limit)	2.4	0.1	Favorable
Parliament	0.6	(lower limit)	0.7	0.1	Favorable
Basic - Shr. of Discount	14.2	(lower limit)	14.2	0.0	Favorable
Discount Category	+2.0 Pts.	(upper limit)*	32.0	3.0	Favorable
Private Label	8.5	(upper limit)	6.4 **	2.1	Favorable

* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 35.0%.

** Reflects most current data for three months ending June 1994.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.55	45.64	46.12	46.54	46.67	46.38	46.62	46.70	46.64	46.38	-0.26	46.69	46.68	46.63	46.58	-0.13
PM Premium	31.00	34.90	36.40	36.50	36.98	37.52	37.76	37.72	37.73	37.90	37.93	37.72	-0.21	37.67	37.72	37.76	37.82	0.15
PM Discount	10.51	10.56	9.14	9.12	9.11	9.00	8.90	8.65	8.88	8.80	8.70	8.65	-0.05	9.01	8.95	8.86	8.76	-0.26
PM Branded Discount	7.55	7.81	7.36	7.29	7.30	7.27	7.17	7.03	7.15	7.08	7.07	7.03	-0.04	7.25	7.19	7.14	7.08	-0.20
PM Private Label	2.96	2.75	1.78	1.84	1.81	1.74	1.74	1.62	1.73	1.71	1.63	1.62	-0.01	1.76	1.76	1.72	1.67	-0.08
PM Assorted Promo	0.11	0.03	0.01	0.02	0.03	0.01	0.01	0.02	0.01	0.00	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.00
R.J. Reynolds	33.58	31.87	29.76	29.46	28.99	28.57	28.39	28.39	28.27	28.31	28.46	28.39	-0.07	28.39	28.37	28.35	28.36	-0.10
RJR Premium	16.88	16.72	16.99	16.89	16.76	16.83	16.74	16.75	16.59	16.69	16.98	16.75	-0.23	16.74	16.68	16.73	16.75	-0.07
RJR Discount	16.51	15.06	12.72	12.52	12.16	11.68	11.59	11.58	11.62	11.57	11.42	11.58	0.16	11.58	11.63	11.56	11.55	-0.03
RJR Branded Discount	11.77	10.43	8.50	8.45	8.23	7.83	7.84	7.84	7.84	7.77	7.85	7.84	-0.01	7.82	7.84	7.81	7.83	0.03
RJR Private Label	4.74	4.63	4.22	4.06	3.94	3.85	3.75	3.73	3.78	3.80	3.57	3.73	0.16	3.76	3.79	3.75	3.72	-0.07
RJR Assorted Promo	0.20	0.09	0.06	0.04	0.07	0.06	0.06	0.06	0.06	0.05	0.06	0.06	0.00	0.06	0.06	0.06	0.06	0.00
Brown & Williamson	10.70	9.81	10.25	10.04	10.20	10.32	10.48	10.61	10.49	10.56	10.47	10.61	0.14	10.45	10.48	10.53	10.54	0.16
B & W Premium	4.33	3.99	4.17	4.14	4.14	4.09	4.14	4.28	4.12	4.14	4.25	4.28	0.03	4.10	4.12	4.15	4.20	0.11
B & W Discount	6.37	5.82	6.08	5.90	6.06	6.23	6.34	6.33	6.37	6.42	6.22	6.33	0.11	6.35	6.37	6.37	6.33	0.04
Lorillard	5.73	5.38	6.28	6.40	6.32	6.30	6.28	6.41	6.28	6.27	6.34	6.41	0.07	6.27	6.27	6.30	6.33	0.05
Lorillard Premium	5.70	5.25	6.01	6.10	6.01	5.97	5.97	6.11	5.96	5.95	6.04	6.11	0.07	5.95	5.95	5.99	6.02	0.05
Lorillard Discount	0.03	0.13	0.27	0.30	0.30	0.33	0.31	0.30	0.32	0.33	0.30	0.30	0.00	0.31	0.32	0.31	0.31	0.00
American Tobacco	5.92	5.50	6.17	6.28	6.29	6.20	6.15	6.20	6.22	6.17	6.07	6.20	0.13	6.19	6.17	6.16	6.16	-0.01
American Premium	3.29	3.04	3.16	3.16	3.13	3.12	3.10	3.11	3.08	3.07	3.10	3.11	0.01	3.11	3.10	3.09	3.09	-0.03
American Discount	2.63	2.45	3.02	3.12	3.15	3.08	3.05	3.09	3.13	3.09	2.97	3.09	0.12	3.07	3.08	3.07	3.07	0.03
Amer Branded Discount	2.20	1.91	2.20	2.31	2.36	2.41	2.39	2.42	2.40	2.41	2.34	2.42	0.08	2.40	2.40	2.40	2.40	0.01
Amer Private Label	0.43	0.55	0.82	0.82	0.79	0.67	0.67	0.67	0.73	0.68	0.63	0.67	0.04	0.67	0.68	0.68	0.68	0.03
Liggett	2.31	1.82	1.83	2.02	1.95	1.94	1.89	1.86	1.95	1.87	1.90	1.86	-0.04	1.88	1.89	1.90	1.89	0.02
Liggett Premium	0.74	0.59	0.56	0.56	0.55	0.53	0.52	0.51	0.51	0.51	0.52	0.51	-0.01	0.52	0.52	0.52	0.51	-0.01
Liggett Discount	1.37	1.24	1.28	1.46	1.40	1.41	1.37	1.35	1.44	1.36	1.37	1.35	-0.02	1.36	1.37	1.38	1.38	0.03
Lig Branded Discount	0.36	0.27	0.36	0.35	0.36	0.34	0.30	0.28	0.31	0.32	0.32	0.28	-0.04	0.29	0.30	0.30	0.30	0.01
Lig Private Label	1.22	0.97	0.92	1.11	1.04	1.07	1.07	1.06	1.13	1.05	1.06	1.06	0.00	1.07	1.07	1.08	1.08	0.02
A/O Co.-International	0.13	0.12	0.15	0.16	0.15	0.14	0.14	0.15	0.17	0.12	0.12	0.15	0.03	0.14	0.14	0.14	0.14	0.00

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED NIELSEN PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
Philip Morris	41.63	45.50	45.55	45.64	46.12	46.54	46.67	46.38	46.62	46.70	46.64	46.38	-0.26	46.69	46.68	46.63	46.58	-0.13
PM Premium-Shr Prem	50.04	54.08	54.07	54.16	54.70	55.10	55.31	55.04	55.45	55.49	55.07	55.04	-0.03	55.29	55.37	55.30	55.26	0.05
PM Discount-Shr Disc	27.88	29.91	28.09	28.08	28.25	28.32	28.16	27.59	27.91	27.82	28.04	27.59	-0.45	28.36	28.18	28.02	27.84	-0.66
PM Brd Disc-Shr Brd	26.63	29.55	29.67	29.54	29.60	29.71	29.37	28.97	29.23	29.06	29.30	28.97	-0.33	29.60	29.39	29.29	29.14	-0.67
PM PL-Shr PL	31.68	30.95	23.02	23.47	23.86	23.67	24.04	22.87	23.50	23.65	23.64	22.87	-0.77	24.21	24.13	23.75	23.41	-0.70
Marlboro	22.04	26.63	27.29	27.39	27.90	28.46	28.86	28.95	28.90	29.06	29.01	28.95	-0.06	28.72	28.82	28.87	28.98	0.35
Red	8.04	9.79	9.90	9.94	10.11	10.02	9.98	10.21	9.97	10.06	10.14	10.21	0.07	9.91	9.94	10.01	10.09	0.18
Medium	1.37	1.62	1.53	1.54	1.55	1.55	1.56	1.59	1.56	1.57	1.56	1.59	0.03	1.55	1.55	1.56	1.57	0.03
Lights NM	9.85	11.70	12.38	12.46	12.75	12.72	12.59	12.76	12.65	12.61	12.80	12.76	-0.04	12.51	12.53	12.60	12.70	0.17
Menthol	0.59	0.95	0.93	0.92	0.93	0.96	0.98	0.96	0.99	0.99	0.97	0.96	-0.01	0.98	0.98	0.98	0.98	0.01
Other PM Premium	9.06	8.30	9.11	9.12	9.09	9.06	8.91	8.77	8.83	8.84	8.92	8.77	-0.15	8.95	8.91	8.89	8.84	-0.20
Benson & Hedges	2.53	2.39	2.56	2.60	2.64	2.61	2.51	2.45	2.51	2.46	2.45	2.45	0.00	2.56	2.53	2.50	2.46	-0.13
Merit	2.90	2.56	2.90	2.88	2.86	2.87	2.83	2.81	2.79	2.82	2.87	2.81	-0.06	2.84	2.82	2.83	2.82	-0.05
Virginia Slims	2.91	2.65	2.91	2.91	2.87	2.88	2.84	2.79	2.84	2.84	2.86	2.79	-0.07	2.84	2.83	2.84	2.83	-0.03
Parliament	0.53	0.52	0.56	0.56	0.55	0.56	0.57	0.57	0.54	0.57	0.59	0.57	-0.02	0.56	0.56	0.56	0.57	0.00
Saratoga	0.12	0.11	0.12	0.11	0.11	0.10	0.11	0.10	0.11	0.10	0.11	0.10	-0.01	0.10	0.10	0.11	0.10	0.00
Cambridge	2.25	1.94	1.86	1.84	1.85	1.82	1.80	1.79	1.77	1.79	1.87	1.79	-0.08	1.78	1.79	1.81	1.81	0.01
Alpine	0.52	0.44	0.42	0.43	0.42	0.41	0.42	0.41	0.41	0.41	0.43	0.41	-0.02	0.41	0.41	0.42	0.42	0.01
Bristol	0.53	0.30	0.23	0.22	0.20	0.21	0.19	0.19	0.18	0.18	0.19	0.19	0.00	0.20	0.19	0.19	0.18	-0.02
Basic	4.00	4.95	4.71	4.62	4.70	4.69	4.62	4.51	4.62	4.57	4.45	4.51	0.06	4.71	4.66	4.59	4.54	-0.18
PM Private Label	2.92	2.75	1.78	1.84	1.81	1.74	1.74	1.62	1.73	1.71	1.63	1.62	-0.01	1.76	1.76	1.72	1.67	-0.08
R.J. Reynolds	33.58	31.87	29.76	29.46	28.99	28.57	28.39	28.39	28.27	28.31	28.46	28.39	-0.07	28.39	28.37	28.35	28.36	-0.10
RJR Premium-Shr Prem	27.24	25.90	25.24	25.07	24.80	24.71	24.52	24.44	24.39	24.44	24.65	24.44	-0.21	24.57	24.49	24.51	24.48	-0.18
RJR Discount-Shr Disc	43.78	42.65	39.07	38.53	37.71	36.74	36.65	36.92	36.52	36.59	36.81	36.92	0.11	36.48	36.61	36.57	36.71	0.13
Brown & Williamson	10.70	9.81	10.25	10.04	10.20	10.32	10.48	10.61	10.49	10.56	10.47	10.61	0.14	10.45	10.48	10.53	10.54	0.16
B & W Premium-Shr Prem	6.99	6.18	6.20	6.15	6.12	6.01	6.07	6.25	6.06	6.07	6.18	6.25	0.07	6.01	6.04	6.08	6.14	0.14
B & W Discount-Shr Disc	16.89	16.49	18.68	18.16	18.78	19.61	20.04	20.19	20.02	20.30	20.03	20.19	0.16	20.00	20.04	20.15	20.14	0.29
Lorillard	5.73	5.38	6.28	6.40	6.32	6.30	6.28	6.41	6.28	6.27	6.34	6.41	0.07	6.27	6.27	6.30	6.33	0.05
Lorillard Premium-Shr Prem	9.20	8.14	8.92	9.05	8.89	8.77	8.75	8.91	8.76	8.71	8.78	8.91	0.13	8.74	8.74	8.77	8.79	0.05
Lorillard Discount-Shr Disc	0.09	0.36	0.83	0.93	0.94	1.03	0.98	0.97	1.00	1.04	0.96	0.97	0.01	0.98	0.99	0.98	0.99	0.01
American Tobacco	5.92	5.50	6.17	6.28	6.29	6.20	6.15	6.20	6.22	6.17	6.07	6.20	0.13	6.19	6.17	6.16	6.16	-0.01
American Premium-Shr Prem	5.32	4.72	4.69	4.69	4.63	4.58	4.53	4.54	4.53	4.50	4.50	4.54	0.04	4.57	4.54	4.52	4.52	-0.06
American Discount-Shr Disc	6.97	6.95	9.26	9.62	9.78	9.68	9.66	9.86	9.84	9.78	9.58	9.86	0.28	9.68	9.68	9.72	9.76	0.15
Liggett	2.31	1.82	1.83	2.02	1.95	1.94	1.89	1.86	1.95	1.87	1.90	1.86	-0.04	1.88	1.89	1.90	1.89	0.02
Liggett Premium-Shr Prem	1.19	0.91	0.83	0.83	0.81	0.77	0.76	0.75	0.75	0.74	0.76	0.75	-0.01	0.76	0.76	0.76	0.75	-0.01
Liggett Discount-Shr Disc	4.18	3.50	3.93	4.50	4.34	4.43	4.33	4.29	4.52	4.32	4.43	4.29	-0.14	4.30	4.31	4.37	4.39	0.12

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED TOP 25 PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
Marlboro	22.04	26.63	27.29	27.39	27.90	28.46	28.86	28.95	28.90	29.06	29.01	28.95	-0.06	28.72	28.82	28.87	28.98	0.35
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.00	0.63	1.11	0.78	1.10	1.17	0.96	0.78	-0.18	1.15	1.15	1.08	1.00	-0.08
Winston	5.61	6.10	6.14	5.97	5.80	5.86	5.94	6.02	5.87	5.89	6.10	6.02	-0.08	5.91	5.90	5.94	5.97	0.04
Winston Select	0.43	0.58	1.01	0.92	0.84	0.92	1.02	1.13	0.97	1.07	1.17	1.13	-0.04	0.97	0.99	1.04	1.08	0.11
Winston Select Lights	0.00	0.07	0.60	0.54	0.47	0.51	0.56	0.61	0.54	0.58	0.65	0.61	-0.04	0.54	0.54	0.57	0.59	0.06
GPC	4.48	4.13	4.49	4.42	4.64	4.88	5.01	5.07	5.05	5.10	4.94	5.07	0.13	5.01	5.03	5.05	5.04	0.10
Basic	4.00	4.95	4.71	4.62	4.70	4.69	4.62	4.51	4.62	4.57	4.45	4.51	0.06	4.71	4.66	4.59	4.54	-0.18
Doral	4.27	4.66	4.53	4.68	4.53	4.36	4.45	4.48	4.39	4.41	4.51	4.48	-0.03	4.43	4.44	4.44	4.45	0.03
Camel	3.82	3.88	4.13	4.25	4.38	4.41	4.31	4.28	4.25	4.34	4.32	4.28	-0.04	4.32	4.31	4.31	4.30	-0.06
Camel Filters	3.08	3.21	3.46	3.61	3.74	3.76	3.66	3.62	3.61	3.69	3.66	3.62	-0.04	3.67	3.66	3.66	3.65	-0.06
Camel Special Lights	0.08	0.50	0.55	0.55	0.62	0.60	0.53	0.48	0.52	0.53	0.52	0.48	-0.04	0.55	0.54	0.53	0.51	-0.06
Camel Non-Filter	0.74	0.67	0.67	0.64	0.64	0.65	0.65	0.66	0.64	0.65	0.66	0.66	0.00	0.65	0.65	0.65	0.65	0.00
Salem	4.22	3.91	3.98	3.96	3.92	3.91	3.88	3.88	3.88	3.84	3.93	3.88	-0.05	3.90	3.87	3.87	3.88	-0.02
Newport	3.24	3.17	3.82	3.90	3.84	3.84	3.88	4.04	3.87	3.87	3.95	4.04	0.09	3.85	3.86	3.90	3.93	0.09
Kool	3.27	3.01	3.11	3.09	3.11	3.07	3.13	3.25	3.11	3.14	3.19	3.25	0.06	3.10	3.11	3.14	3.18	0.10
Virginia Slims	2.91	2.65	2.91	2.91	2.87	2.88	2.84	2.79	2.84	2.84	2.86	2.79	-0.07	2.84	2.83	2.84	2.83	-0.03
Merit	2.90	2.56	2.90	2.88	2.86	2.87	2.83	2.81	2.79	2.82	2.87	2.81	-0.06	2.84	2.82	2.83	2.82	-0.05
Benson & Hedges	2.53	2.39	2.56	2.60	2.64	2.61	2.51	2.45	2.51	2.46	2.45	2.45	0.00	2.56	2.53	2.50	2.46	-0.13
Monarch	2.81	2.43	2.11	2.03	2.06	1.91	1.94	1.93	1.98	1.98	1.92	1.93	0.01	1.91	1.94	1.93	1.95	0.08
Cambridge	2.25	1.94	1.86	1.84	1.85	1.82	1.80	1.79	1.77	1.79	1.87	1.79	-0.08	1.78	1.79	1.81	1.81	0.01
Vantage	1.72	1.49	1.44	1.45	1.40	1.42	1.38	1.37	1.37	1.39	1.39	1.37	-0.02	1.39	1.38	1.38	1.38	-0.02
Carlton	1.38	1.32	1.38	1.39	1.39	1.38	1.36	1.34	1.37	1.33	1.35	1.34	-0.01	1.38	1.36	1.36	1.35	-0.04
Montclair	0.93	0.83	1.04	1.14	1.20	1.25	1.22	1.25	1.25	1.23	1.21	1.25	0.04	1.23	1.22	1.23	1.23	0.01
Best Value	3.51	2.27	1.25	1.19	1.13	1.07	0.98	0.98	0.98	0.93	0.95	0.98	0.03	1.01	0.99	0.97	0.96	-0.07
Pall Mall	1.17	1.06	1.10	1.09	1.07	1.07	1.07	1.10	1.06	1.07	1.09	1.10	0.01	1.07	1.07	1.07	1.08	0.01
Misty	0.88	0.83	1.02	1.03	1.03	1.05	1.06	1.08	1.05	1.06	1.03	1.08	0.05	1.06	1.06	1.05	1.06	0.00
Kent	1.28	1.15	1.08	1.07	1.05	1.01	1.00	0.99	1.00	1.01	0.99	0.99	0.00	1.00	1.00	1.00	1.00	-0.01
Viceroy	1.05	0.93	0.97	0.95	0.93	0.91	0.89	0.88	0.88	0.90	0.84	0.88	0.04	0.90	0.90	0.88	0.87	-0.03
Capri	0.58	0.58	0.69	0.69	0.69	0.69	0.69	0.70	0.68	0.69	0.72	0.70	-0.02	0.67	0.68	0.69	0.70	0.03
Now	0.80	0.68	0.67	0.66	0.65	0.64	0.62	0.61	0.63	0.63	0.63	0.61	-0.02	0.62	0.62	0.63	0.62	-0.01
More	0.70	0.64	0.63	0.61	0.60	0.60	0.60	0.58	0.60	0.60	0.60	0.58	-0.02	0.60	0.60	0.60	0.59	-0.01

* Top 25 is based on All Outlets Combined.

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED DISCOUNT PERFORMANCE
ALL OUTLETS COMBINED
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	2.96	2.71	1.78	1.84	1.81	1.74	1.74	1.62	1.73	1.71	1.63	1.62	-0.01	1.76	1.76	1.72	1.67	-0.08
RJR PL	4.74	4.91	4.22	4.06	3.94	3.85	3.75	3.73	3.78	3.80	3.57	3.73	0.16	3.76	3.79	3.75	3.72	-0.07
American PL	0.43	0.55	0.82	0.82	0.79	0.67	0.67	0.67	0.73	0.68	0.63	0.67	0.04	0.67	0.68	0.68	0.68	0.03
Liggett PL	1.22	0.78	0.92	1.11	1.04	1.07	1.07	1.06	1.13	1.05	1.06	1.06	0.00	1.07	1.07	1.08	1.08	0.02
Total PL	9.35	8.95	7.73	7.83	7.58	7.33	7.22	7.09	7.37	7.24	6.89	7.09	0.20	7.27	7.31	7.23	7.14	-0.10
PL Share Of Segment																		
PM PL	31.68	30.24	23.02	23.47	23.86	23.67	24.04	22.87	23.50	23.65	23.64	22.87	-0.77	24.21	24.13	23.75	23.41	-0.70
RJR PL	50.72	54.91	54.55	51.93	51.92	52.55	51.89	52.69	51.27	52.48	51.86	52.69	0.83	51.80	51.90	51.93	52.07	-0.19
American PL	4.59	6.13	10.56	10.45	10.47	9.15	9.25	9.42	9.89	9.38	9.14	9.42	0.28	9.23	9.28	9.38	9.46	0.46
Liggett PL	13.01	8.71	11.87	14.15	13.75	14.63	14.82	15.02	15.34	14.50	15.36	15.02	-0.34	14.76	14.69	14.94	15.05	0.41
BRANDED DISCOUNT																		
Basic	4.00	4.91	4.71	4.62	4.70	4.69	4.62	4.51	4.62	4.57	4.45	4.51	0.06	4.71	4.66	4.59	4.54	-0.18
Best Value	3.51	2.26	1.25	1.19	1.13	1.07	0.98	0.98	0.98	0.93	0.95	0.98	0.03	1.01	0.99	0.97	0.96	-0.07
Monarch	2.81	2.43	2.11	2.03	2.06	1.91	1.94	1.93	1.98	1.98	1.92	1.93	0.01	1.91	1.94	1.93	1.95	0.08
GPC	4.48	4.13	4.49	4.42	4.64	4.88	5.01	5.07	5.05	5.10	4.94	5.07	0.13	5.01	5.03	5.05	5.04	0.10
Raleigh Extra	0.65	0.63	0.55	0.46	0.43	0.40	0.39	0.34	0.39	0.37	0.39	0.34	-0.05	0.39	0.39	0.39	0.37	-0.02
Doral	4.27	4.66	4.53	4.68	4.53	4.36	4.45	4.48	4.39	4.41	4.51	4.48	-0.03	4.43	4.44	4.44	4.45	0.03
Cambridge	2.25	1.94	1.86	1.84	1.85	1.82	1.80	1.79	1.77	1.79	1.87	1.79	-0.08	1.78	1.79	1.81	1.81	0.01
Viceroy	1.05	0.93	0.97	0.95	0.93	0.91	0.89	0.88	0.88	0.90	0.84	0.88	0.04	0.90	0.90	0.88	0.87	-0.03
Misty	0.88	0.83	1.02	1.03	1.03	1.05	1.06	1.08	1.05	1.06	1.03	1.08	0.05	1.06	1.06	1.05	1.06	0.00
Montclair	0.93	0.83	1.04	1.14	1.20	1.25	1.22	1.25	1.25	1.23	1.21	1.25	0.04	1.23	1.22	1.23	1.23	0.01
Alpine	0.52	0.44	0.42	0.43	0.42	0.41	0.42	0.41	0.41	0.41	0.43	0.41	-0.02	0.41	0.41	0.42	0.42	0.01
Old Gold	0.15	0.16	0.28	0.31	0.31	0.33	0.32	0.31	0.32	0.33	0.30	0.31	0.01	0.32	0.32	0.32	0.32	0.00
Sterling	0.55	0.53	0.24	0.21	0.19	0.18	0.16	0.14	0.16	0.16	0.17	0.14	-0.03	0.16	0.16	0.16	0.16	0.00
Bristol	0.53	0.30	0.23	0.22	0.20	0.21	0.19	0.19	0.18	0.18	0.19	0.19	0.00	0.20	0.19	0.19	0.18	-0.02
Magna	0.41	0.39	0.21	0.19	0.17	0.16	0.17	0.16	0.18	0.16	0.16	0.16	0.00	0.17	0.17	0.17	0.16	0.00
Pyramid	0.21	0.15	0.17	0.16	0.15	0.13	0.10	0.09	0.10	0.11	0.09	0.09	0.00	0.11	0.11	0.10	0.10	-0.01
Riviera	0.12	0.09	0.05	0.04	0.04	0.03	0.03	0.02	0.03	0.03	0.03	0.02	-0.01	0.03	0.03	0.03	0.03	0.00
Bucks	0.11	0.06	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.04	0.03	0.04	0.01	0.04	0.04	0.04	0.04	0.00
Richland 20'S	0.12	0.07	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.05	0.05	0.04	-0.01	0.05	0.05	0.05	0.05	0.00
American Ff/Lts	0.08	0.06	0.03	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Covington	0.00	0.00	0.04	0.04	0.03	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.00	0.02	0.01	0.02	0.02	0.00
A/O Branded Discount	0.73	0.56	0.50	0.57	0.54	0.53	0.52	0.52	0.57	0.53	0.54	0.52	-0.02	0.53	0.53	0.53	0.53	-0.02
Total Branded Discount	28.36	26.36	24.82	24.67	24.67	24.46	24.40	24.27	24.44	24.38	24.14	24.27	0.13	24.49	24.46	24.39	24.31	-0.11
Basic Share Of Discount	10.60	13.91	14.46	14.23	14.58	14.75	14.60	14.40	14.53	14.47	14.34	14.40	0.06	14.83	14.67	14.53	14.43	-0.47
Total Discount Category	37.70	35.31	32.56	32.49	32.25	31.79	31.62	31.35	31.82	31.61	31.03	31.35	0.32	31.75	31.77	31.61	31.45	-0.21

Source: Nielsen Integrated Panel.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31
July 9, 1994 (4WM)	46.58	28.36	10.54	6.16	6.33	1.89
	4.95	**(5.22)**	**(0.16)**	**0.24**	**0.60**	**(0.42)**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base March 1993	61.96	37.70	28.36	9.35
July 9, 1994 (4WM)	68.44	31.45	24.31	7.14
	6.48	**(6.25)**	**(4.05)**	**(2.21)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base March 1993	22.04	9.06	5.61	0.43	3.82
July 9, 1994 (4WM)	28.98	8.84	5.97	1.08	4.30
	6.94	**(0.22)**	**0.36**	**0.65**	**0.48**

MAJOR BRANDS	Salem	Vantage	Now	Kool	Newport
Base March 1993	4.22	1.72	0.80	3.27	3.24
July 9, 1994 (4WM)	3.88	1.38	0.62	3.18	3.93
	(0.34)	**(0.34)**	**(0.18)**	**(0.09)**	**0.69**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48
July 9, 1994 (4WM)	4.54	1.81	0.42	4.45	1.06	1.23	1.95	0.96	5.04
	0.54	**(0.44)**	**(0.10)**	**0.18**	**0.18**	**0.30**	**(0.86)**	**(2.55)**	**0.56**

PRIVATE LABEL	PM	RJR	Liggett	American
Base March 1993	2.96	4.74	1.22	0.43
July 9, 1994 (4WM)	1.67	3.72	1.08	0.68
	(1.29)	**(1.02)**	**(0.14)**	**0.25**

NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN INTEGRATED DATA
(All Outlets Combined)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base July 1993	45.50	31.87	9.81	5.50	5.38	1.82
July 9, 1994 (4WM)	46.58	28.36	10.54	6.16	6.33	1.89
	1.08	**(3.51)**	**0.73**	**0.66**	**0.95**	**0.07**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base July 1993	64.54	35.31	26.41	8.90
July 9, 1994 (4WM)	68.44	31.45	24.31	7.14
	3.90	**(3.86)**	**(2.10)**	**(1.76)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base July 1993	26.63	8.30	6.10	0.58	3.88
July 9, 1994 (4WM)	28.98	8.84	5.97	1.08	4.30
	2.35	**0.54**	**(0.13)**	**0.50**	**0.42**

MAJOR BRANDS	Salem	Vantage	Now	Kool	Newport
Base July 1993	3.91	1.49	0.68	3.01	3.17
July 9, 1994 (4WM)	3.88	1.38	0.62	3.18	3.93
	(0.03)	**(0.11)**	**(0.06)**	**0.17**	**0.76**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base July 1993	4.95	1.94	0.44	4.66	0.83	0.83	2.43	2.27	4.13
July 9, 1994 (4WM)	4.54	1.81	0.42	4.45	1.06	1.23	1.95	0.96	5.04
	(0.41)	**(0.13)**	**(0.02)**	**(0.21)**	**0.23**	**0.40**	**(0.48)**	**(1.31)**	**0.91**

PRIVATE LABEL	PM	RJR	Liggett	American
Base July 1993	2.75	4.63	0.97	0.55
July 9, 1994 (4WM)	1.67	3.72	1.08	0.68
	(1.08)	**(0.91)**	**0.11**	**0.13**

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NOTE: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. Wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
Philip Morris	43.22	47.59	47.57	47.62	48.03	48.51	48.57	47.93	48.54	48.34	48.37	47.93	-0.44	48.72	48.62	48.44	48.29	-0.48
PM Premium	32.12	36.73	38.21	38.37	38.76	39.35	39.69	39.35	39.62	39.59	39.81	39.35	-0.46	39.68	39.66	39.62	39.59	-0.12
PM Discount	11.09	10.86	9.37	9.25	9.27	9.16	8.88	8.58	8.92	8.75	8.56	8.58	0.02	9.04	8.96	8.82	8.70	-0.36
PM Branded Discount	7.54	7.81	7.22	6.98	7.02	7.00	6.84	6.73	6.87	6.73	6.65	6.73	0.08	6.95	6.89	6.81	6.74	-0.23
PM Private Label	3.56	3.05	2.15	2.27	2.25	2.16	2.04	1.85	2.06	2.02	1.91	1.85	-0.06	2.09	2.07	2.01	1.96	-0.13
PM Assorted Promo	0.01	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
R.J. Reynolds	33.88	31.33	28.95	28.59	28.15	27.61	27.47	27.62	27.40	27.47	27.72	27.62	-0.10	27.36	27.41	27.47	27.55	0.13
RJR Premium	15.48	15.61	15.68	15.64	15.60	15.67	15.56	15.68	15.40	15.56	15.95	15.68	-0.27	15.50	15.46	15.58	15.65	0.06
RJR Discount	18.40	15.72	13.27	12.95	12.55	11.94	11.91	11.94	12.00	11.91	11.76	11.94	0.18	11.85	11.94	11.88	11.90	0.07
RJR Branded Discoun	11.43	9.40	7.95	7.92	7.72	7.30	7.43	7.47	7.45	7.38	7.51	7.47	-0.04	7.35	7.41	7.40	7.45	0.15
RJR Private Label	6.97	6.32	5.32	5.04	4.83	4.64	4.48	4.47	4.55	4.53	4.26	4.47	0.21	4.50	4.54	4.49	4.45	-0.09
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
						0.00												
Brown & Williamson	11.01	9.95	10.69	10.37	10.63	10.79	10.92	11.12	10.99	11.08	10.88	11.12	0.24	10.89	10.92	11.00	11.02	0.23
B & W Premium	4.25	3.92	4.15	4.11	4.07	4.01	4.07	4.24	4.05	4.10	4.22	4.24	0.02	4.00	4.03	4.09	4.15	0.16
B & W Discount	6.77	6.03	6.54	6.27	6.56	6.78	6.85	6.89	6.94	6.98	6.66	6.89	0.23	6.89	6.89	6.91	6.87	0.08
Lorillard	5.74	5.36	6.25	6.38	6.28	6.28	6.32	6.52	6.31	6.30	6.39	6.52	0.13	6.28	6.30	6.34	6.38	0.09
Lorillard Premium	5.72	5.26	6.03	6.12	6.01	5.98	6.04	6.25	6.02	6.01	6.12	6.25	0.13	6.00	6.02	6.06	6.10	0.09
Lorillard Discount	0.02	0.11	0.22	0.26	0.27	0.30	0.28	0.27	0.29	0.30	0.26	0.27	0.01	0.28	0.28	0.28	0.28	0.00
American Tobacco	4.76	4.62	5.25	5.42	5.42	5.31	5.24	5.28	5.29	5.29	5.08	5.28	0.20	5.30	5.28	5.25	5.23	-0.05
American Premium	2.26	2.09	2.15	2.15	2.15	2.14	2.12	2.15	2.07	2.11	2.09	2.15	0.06	2.14	2.12	2.11	2.10	-0.06
American Discount	2.50	2.53	3.09	3.27	3.26	3.17	3.13	3.13	3.22	3.18	2.99	3.13	0.14	3.16	3.16	3.14	3.13	0.01
Amer Branded Discount	1.97	1.80	1.99	2.17	2.22	2.31	2.28	2.30	2.28	2.33	2.19	2.30	0.11	2.31	2.31	2.28	2.28	-0.02
Amer Private Label	0.53	0.73	1.10	1.10	1.04	0.85	0.84	0.82	0.94	0.85	0.80	0.82	0.02	0.85	0.86	0.86	0.85	0.03
Liggett	1.37	1.09	1.24	1.56	1.45	1.46	1.43	1.43	1.41	1.45	1.50	1.43	-0.07	1.39	1.41	1.45	1.45	0.05
Liggett Premium	0.42	0.34	0.28	0.28	0.28	0.26	0.25	0.25	0.24	0.24	0.24	0.25	0.01	0.25	0.25	0.25	0.24	-0.02
Liggett Discount	0.95	0.75	0.96	1.28	1.17	1.20	1.18	1.18	1.17	1.21	1.26	1.18	-0.08	1.14	1.16	1.20	1.20	0.06
Lig Branded Discount	0.38	0.23	0.17	0.18	0.21	0.20	0.19	0.17	0.20	0.21	0.21	0.17	-0.04	0.17	0.18	0.20	0.20	0.03
Lig Private Label	0.57	0.52	0.78	1.09	0.96	1.00	0.99	1.01	0.96	1.00	1.05	1.01	-0.04	0.96	0.97	1.00	1.00	0.02
A/O Co-International	0.01	0.05	0.06	0.05	0.04	0.05	0.06	0.10	0.05	0.06	0.07	0.10	0.03	0.06	0.06	0.06	0.07	0.01

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Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED NIELSEN PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
Philip Morris	43.22	47.59	47.57	47.62	48.03	48.51	48.57	47.93	48.54	48.34	48.37	47.93	-0.44	48.72	48.62	48.44	48.29	-0.48
PM Premium-Shr Prem	53.31	57.40	57.40	57.51	57.92	58.33	58.56	57.86	58.73	58.51	58.12	57.86	-0.26	58.67	58.67	58.46	58.30	-0.29
PM Discount-Shr Disc	27.92	30.17	28.00	27.81	28.02	28.15	27.56	26.82	27.43	27.06	27.16	26.82	-0.34	27.93	27.66	27.37	27.12	-0.99
PM Brd Disc-Shr Brd	26.81	30.77	29.95	29.36	29.25	29.32	28.66	28.22	28.57	28.10	28.30	28.22	-0.08	29.02	28.75	28.53	28.30	-0.96
PM PL-Shr PL	30.60	28.73	22.99	23.94	24.78	24.93	24.39	22.75	24.19	24.10	23.81	22.75	-1.06	24.84	24.54	24.06	23.72	-1.11
Marlboro	24.43	29.66	30.31	30.43	30.84	31.49	31.99	31.84	32.06	32.02	32.12	31.84	-0.28	31.91	31.95	31.95	32.01	0.19
Red	9.12	11.10	11.13	11.21	11.31	11.20	11.10	11.39	11.08	11.17	11.33	11.39	0.06	11.03	11.04	11.13	11.24	0.20
Medium	1.51	1.83	1.71	1.73	1.72	1.73	1.72	1.76	1.72	1.73	1.73	1.76	0.03	1.72	1.72	1.73	1.73	0.02
Lights NM	10.91	12.94	13.70	13.76	14.04	13.91	13.73	13.89	13.81	13.64	14.05	13.89	-0.16	13.63	13.65	13.73	13.85	0.18
Menthol	0.69	1.11	1.11	1.10	1.10	1.12	1.16	1.11	1.17	1.16	1.13	1.11	-0.02	1.15	1.16	1.15	1.14	0.00
Other PM Premium	7.70	7.07	7.90	7.94	7.91	7.86	7.71	7.51	7.56	7.57	7.69	7.51	-0.18	7.78	7.71	7.67	7.58	-0.31
Benson & Hedges	2.20	2.09	2.23	2.31	2.39	2.35	2.18	2.09	2.15	2.07	2.07	2.09	0.02	2.28	2.21	2.16	2.10	-0.24
Merit	2.68	2.30	2.72	2.70	2.62	2.63	2.63	2.55	2.57	2.60	2.65	2.55	-0.10	2.63	2.63	2.62	2.59	-0.07
Virginia Slims	2.27	2.13	2.36	2.35	2.33	2.31	2.30	2.26	2.30	2.31	2.36	2.26	-0.10	2.29	2.29	2.31	2.30	-0.01
Parliament	0.40	0.41	0.45	0.45	0.45	0.45	0.47	0.47	0.43	0.47	0.49	0.47	-0.02	0.46	0.46	0.46	0.46	-0.01
Saratoga	0.09	0.08	0.09	0.08	0.08	0.07	0.08	0.07	0.08	0.07	0.08	0.07	-0.01	0.07	0.08	0.08	0.08	0.01
Cambridge	1.46	1.38	1.24	1.25	1.32	1.30	1.28	1.27	1.26	1.30	1.32	1.27	-0.05	1.26	1.27	1.29	1.29	0.01
Alpine	0.40	0.34	0.31	0.31	0.31	0.28	0.29	0.31	0.29	0.28	0.31	0.31	0.00	0.29	0.29	0.29	0.30	0.01
Bristol	0.51	0.30	0.21	0.20	0.18	0.19	0.17	0.17	0.16	0.16	0.18	0.17	-0.01	0.18	0.17	0.17	0.17	-0.02
Basic	4.89	5.59	5.32	5.03	5.07	5.08	4.94	4.84	4.99	4.86	4.70	4.84	0.14	5.06	5.00	4.91	4.85	-0.20
PM Private Label	3.56	3.05	2.15	2.27	2.25	2.16	2.04	1.85	2.06	2.02	1.91	1.85	-0.06	2.09	2.07	2.01	1.96	-0.13
R.J. Reynolds	33.88	31.33	28.95	28.59	28.15	27.61	27.47	27.62	27.40	27.47	27.72	27.62	-0.10	27.36	27.41	27.47	27.55	0.13
RJR Premium-Shr Prem	25.69	24.39	23.56	23.43	23.31	23.23	22.96	23.05	22.83	23.00	23.29	23.05	-0.24	22.92	22.88	22.99	23.04	0.04
RJR Discount-Shr Disc	46.31	43.66	39.68	38.92	37.93	36.69	36.95	37.31	36.88	36.83	37.34	37.31	-0.03	36.63	36.86	36.86	37.09	0.38
Brown & Williamson	11.01	9.95	10.69	10.37	10.63	10.79	10.92	11.12	10.99	11.08	10.88	11.12	0.24	10.89	10.92	11.00	11.02	0.23
B & W Premium-Shr Prem	7.05	6.12	6.24	6.15	6.08	5.95	6.00	6.23	6.01	6.06	6.16	6.23	0.07	5.91	5.96	6.04	6.11	0.22
B & W Discount-Shr Disc	17.03	16.76	19.55	18.83	19.84	20.83	21.25	21.53	21.32	21.59	21.15	21.53	0.38	21.29	21.28	21.42	21.40	0.32
Lorillard	5.74	5.36	6.25	6.38	6.28	6.28	6.32	6.52	6.31	6.30	6.39	6.52	0.13	6.28	6.30	6.34	6.38	0.09
Lorillard Premium-Shr Prem	9.49	8.22	9.06	9.17	8.99	8.87	8.91	9.19	8.93	8.88	8.94	9.19	0.25	8.88	8.90	8.95	8.99	0.12
Lorillard Discount-Shr Disc	0.05	0.30	0.66	0.77	0.80	0.91	0.86	0.84	0.88	0.92	0.83	0.84	0.01	0.87	0.87	0.86	0.87	0.00
American Tobacco	4.76	4.62	5.25	5.42	5.42	5.31	5.24	5.28	5.29	5.29	5.08	5.28	0.20	5.30	5.28	5.25	5.23	-0.05
American Premium-Shr Prer	3.75	3.26	3.24	3.22	3.22	3.17	3.12	3.16	3.07	3.11	3.05	3.16	0.11	3.16	3.14	3.11	3.10	-0.09
American Discount-Shr Disc	6.29	7.04	9.25	9.83	9.87	9.73	9.71	9.77	9.90	9.84	9.49	9.77	0.28	9.77	9.76	9.74	9.75	0.07
Liggett	1.37	1.09	1.24	1.56	1.45	1.46	1.43	1.43	1.41	1.45	1.50	1.43	-0.07	1.39	1.41	1.45	1.45	0.05
Liggett Premium-Shr Prem	0.69	0.53	0.42	0.43	0.41	0.38	0.37	0.37	0.36	0.36	0.35	0.37	0.02	0.37	0.37	0.37	0.36	-0.02
Liggett Discount-Shr Disc	2.40	2.08	2.86	3.83	3.55	3.69	3.65	3.68	3.58	3.75	3.99	3.68	-0.31	3.51	3.56	3.71	3.75	0.21

Source: Nielsen Integrated Panel.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED TOP 25 PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
Marlboro	24.43	29.66	30.31	30.43	30.84	31.49	31.99	31.84	32.06	32.02	32.12	31.84	-0.28	31.91	31.95	31.95	32.01	0.19
Marlboro B4G1F	0.00	0.00	0.00	0.00	0.01	0.87	1.53	0.97	1.51	1.55	1.22	0.97	-0.25	1.63	1.60	1.46	1.31	-0.22
Winston	5.16	5.89	5.71	5.48	5.34	5.35	5.49	5.63	5.42	5.47	5.76	5.63	-0.13	5.41	5.42	5.51	5.57	0.15
Winston Select	0.51	0.65	1.20	1.05	0.94	1.02	1.17	1.30	1.09	1.23	1.39	1.30	-0.09	1.08	1.11	1.19	1.25	0.18
Winston Select Lights	0.00	0.08	0.74	0.63	0.53	0.58	0.66	0.72	0.62	0.68	0.79	0.72	-0.07	0.62	0.62	0.67	0.70	0.09
GPC	4.95	4.44	5.08	4.96	5.32	5.60	5.69	5.78	5.78	5.81	5.56	5.78	0.22	5.72	5.72	5.75	5.73	0.11
Basic	4.89	5.59	5.32	5.03	5.07	5.08	4.94	4.84	4.99	4.86	4.70	4.84	0.14	5.06	5.00	4.91	4.85	-0.20
Doral	3.36	3.50	3.72	4.03	3.89	3.72	3.86	3.89	3.81	3.84	3.94	3.89	-0.05	3.81	3.84	3.86	3.87	0.06
Camel	4.27	4.34	4.50	4.68	4.90	4.93	4.80	4.75	4.69	4.84	4.85	4.75	-0.10	4.79	4.79	4.80	4.78	-0.07
Camel Filters	3.66	3.78	3.96	4.16	4.38	4.39	4.25	4.19	4.16	4.30	4.30	4.19	-0.11	4.24	4.24	4.25	4.24	-0.06
Camel Special Lights	0.12	0.62	0.66	0.66	0.78	0.75	0.65	0.57	0.62	0.65	0.63	0.57	-0.06	0.66	0.65	0.64	0.62	-0.08
Camel Non-Filter	0.61	0.55	0.55	0.52	0.52	0.54	0.55	0.55	0.53	0.55	0.55	0.55	0.00	0.55	0.55	0.55	0.55	0.00
Salem	3.70	3.33	3.47	3.46	3.42	3.42	3.35	3.39	3.39	3.29	3.38	3.39	0.01	3.38	3.34	3.35	3.36	-0.02
Newport	3.90	3.74	4.45	4.53	4.47	4.48	4.54	4.77	4.53	4.53	4.66	4.77	0.11	4.50	4.52	4.58	4.62	0.14
Kool	3.39	3.13	3.26	3.22	3.21	3.18	3.23	3.39	3.23	3.28	3.34	3.39	0.05	3.19	3.21	3.26	3.31	0.14
Virginia Slims	2.27	2.13	2.36	2.35	2.33	2.31	2.30	2.26	2.30	2.31	2.36	2.26	-0.10	2.29	2.29	2.31	2.30	-0.01
Merit	2.68	2.30	2.72	2.70	2.62	2.63	2.63	2.55	2.57	2.60	2.65	2.55	-0.10	2.63	2.63	2.62	2.59	-0.07
Benson & Hedges	2.20	2.09	2.23	2.31	2.39	2.35	2.18	2.09	2.15	2.07	2.07	2.09	0.02	2.28	2.21	2.16	2.10	-0.24
Monarch	4.08	3.34	2.89	2.71	2.73	2.53	2.57	2.56	2.64	2.61	2.56	2.56	0.00	2.53	2.57	2.55	2.59	0.13
Cambridge	1.46	1.38	1.24	1.25	1.32	1.30	1.28	1.27	1.26	1.30	1.32	1.27	-0.05	1.26	1.27	1.29	1.29	0.01
Vantage	1.41	1.20	1.18	1.21	1.15	1.17	1.14	1.14	1.11	1.16	1.16	1.14	-0.02	1.14	1.14	1.14	1.14	-0.02
Carlton	0.89	0.85	0.88	0.90	0.92	0.91	0.90	0.88	0.89	0.87	0.88	0.88	0.00	0.92	0.90	0.89	0.88	-0.06
Montclair	0.90	0.84	1.01	1.19	1.26	1.36	1.31	1.32	1.35	1.33	1.28	1.32	0.04	1.33	1.32	1.32	1.32	0.00
Best Value	2.88	1.64	0.81	0.71	0.67	0.64	0.60	0.63	0.60	0.56	0.59	0.63	0.04	0.62	0.60	0.59	0.59	-0.05
Pall Mall	0.85	0.77	0.79	0.77	0.77	0.77	0.76	0.80	0.74	0.79	0.77	0.80	0.03	0.76	0.76	0.77	0.77	0.01
Misty	0.75	0.77	0.88	0.89	0.86	0.88	0.89	0.92	0.86	0.91	0.84	0.92	0.08	0.90	0.90	0.88	0.88	-0.02
Kent	0.88	0.81	0.73	0.73	0.70	0.66	0.65	0.65	0.65	0.66	0.63	0.65	0.02	0.65	0.66	0.65	0.65	-0.01
Viceroy	0.97	0.84	0.84	0.80	0.77	0.75	0.72	0.72	0.71	0.75	0.66	0.72	0.06	0.74	0.73	0.72	0.71	-0.03
Capri	0.50	0.50	0.64	0.63	0.63	0.60	0.60	0.62	0.60	0.59	0.63	0.62	-0.01	0.58	0.59	0.60	0.61	0.03
Now	0.46	0.41	0.40	0.40	0.39	0.39	0.38	0.38	0.37	0.38	0.40	0.38	-0.02	0.37	0.37	0.38	0.38	0.00
More	0.47	0.43	0.42	0.40	0.40	0.40	0.40	0.37	0.41	0.40	0.39	0.37	-0.02	0.40	0.40	0.40	0.39	-0.01

*Top 25 is based on All Outlets Combined.

2045418997

Source: Nielsen Integrated Panel.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

INTEGRATED DISCOUNT PERFORMANCE
CONVENIENCE STORES
WEEK ENDING 7/9/94

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jul-93	Feb-94	Mar-94	Apr-94	May-94	Jun-94	MTD	6/18	6/25	7/2	7/9	Diff vs. wk-ago	6/18	6/25	7/2	7/9	Diff vs. 4w-ago
PRIVATE LABEL																		
PM PL	3.56	3.05	2.15	2.27	2.25	2.16	2.04	1.85	2.06	2.02	1.91	1.85	-0.06	2.09	2.07	2.01	1.96	-0.13
RJR PL	6.97	6.32	5.32	5.04	4.83	4.64	4.48	4.47	4.55	4.53	4.26	4.47	0.21	4.50	4.54	4.49	4.45	-0.09
American PL	0.53	0.73	1.10	1.10	1.04	0.85	0.84	0.82	0.94	0.85	0.80	0.82	0.02	0.85	0.86	0.86	0.85	0.03
Liggett PL	0.57	0.52	0.78	1.09	0.96	1.00	0.99	1.01	0.96	1.00	1.05	1.01	-0.04	0.96	0.97	1.00	1.00	0.02
Total PL	11.63	10.62	9.35	9.50	9.09	8.65	8.35	8.15	8.51	8.40	8.01	8.15	0.14	8.40	8.43	8.36	8.27	-0.15
PL Share of Segment																		
PM PL	30.60	28.73	22.99	23.94	24.78	24.93	24.39	22.75	24.19	24.10	23.81	22.75	-1.06	24.84	24.54	24.06	23.72	-1.11
RJR PL	59.93	59.52	56.88	53.01	53.14	53.65	53.67	54.82	53.48	53.92	53.11	54.82	1.71	53.61	53.80	53.70	53.84	0.00
American PL	4.57	6.87	11.75	11.57	11.47	9.88	10.12	10.10	11.01	10.08	10.03	10.10	0.07	10.11	10.15	10.27	10.31	0.56
Liggett PL	4.90	4.88	8.38	11.49	10.61	11.55	11.81	12.33	11.31	11.89	13.05	12.33	-0.72	11.45	11.51	11.97	12.14	0.56
BRANDED DISCOUNT																		
Basic	4.89	5.59	5.32	5.03	5.07	5.08	4.94	4.84	4.99	4.86	4.70	4.84	0.14	5.06	5.00	4.91	4.85	-0.20
Best Value	2.88	1.64	0.81	0.71	0.67	0.64	0.60	0.63	0.60	0.56	0.59	0.63	0.04	0.62	0.60	0.59	0.59	-0.05
Monarch	4.08	3.34	2.89	2.71	2.73	2.53	2.57	2.56	2.64	2.61	2.56	2.56	0.00	2.53	2.57	2.55	2.59	0.13
GPC	4.95	4.44	5.08	4.96	5.32	5.60	5.69	5.78	5.78	5.81	5.56	5.78	0.22	5.72	5.72	5.75	5.73	0.11
Raleigh Extra	0.63	0.60	0.54	0.43	0.41	0.37	0.36	0.33	0.39	0.36	0.39	0.33	-0.06	0.39	0.38	0.39	0.37	0.00
Doral	3.36	3.50	3.72	4.03	3.89	3.72	3.86	3.89	3.81	3.84	3.94	3.89	-0.05	3.81	3.84	3.86	3.87	0.06
Cambridge	1.46	1.38	1.24	1.25	1.32	1.30	1.28	1.27	1.26	1.30	1.32	1.27	-0.05	1.26	1.27	1.29	1.29	0.01
Viceroy	0.97	0.84	0.84	0.80	0.77	0.75	0.72	0.72	0.71	0.75	0.66	0.72	0.06	0.74	0.73	0.72	0.71	-0.03
Misty	0.75	0.77	0.88	0.89	0.86	0.88	0.89	0.92	0.86	0.91	0.84	0.92	0.08	0.90	0.90	0.88	0.88	-0.02
Montclair	0.90	0.84	1.01	1.19	1.26	1.36	1.31	1.32	1.35	1.33	1.28	1.32	0.04	1.33	1.32	1.32	1.32	0.00
Alpine	0.40	0.34	0.31	0.31	0.31	0.28	0.29	0.31	0.29	0.28	0.31	0.31	0.00	0.29	0.29	0.29	0.30	0.01
Old Gold	0.13	0.15	0.23	0.27	0.27	0.31	0.29	0.28	0.29	0.30	0.27	0.28	0.01	0.29	0.29	0.29	0.29	0.00
Sterling	0.49	0.43	0.21	0.17	0.16	0.15	0.13	0.12	0.14	0.13	0.15	0.12	-0.03	0.13	0.13	0.13	0.13	0.00
Bristol	0.51	0.30	0.21	0.20	0.18	0.19	0.17	0.17	0.16	0.16	0.18	0.17	-0.01	0.18	0.17	0.17	0.17	-0.02
Magna	0.47	0.38	0.23	0.20	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.18	0.00	0.18	0.18	0.18	0.18	0.00
Pyramid	0.17	0.11	0.06	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.04	0.04	0.00	0.05	0.05	0.05	0.05	0.00
Riviera	0.14	0.10	0.05	0.05	0.04	0.04	0.04	0.03	0.03	0.04	0.04	0.03	-0.01	0.03	0.03	0.04	0.03	0.00
Bucks	0.13	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.04	0.03	0.03	0.04	0.01	0.04	0.04	0.04	0.04	0.00
Richland 20'S	0.12	0.07	0.07	0.07	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.04	-0.01	0.05	0.05	0.05	0.05	0.00
American Fl/Lts	0.04	0.02	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.02	0.01	0.01	0.00
Covington	0.00	0.00	0.03	0.03	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
A/O Branded Discount	0.64	0.48	0.30	0.36	0.39	0.36	0.39	0.36	0.40	0.36	0.39	0.36	-0.03	0.36	0.39	0.37	0.38	0.03
Total Branded Discount	28.11	25.39	24.09	23.78	24.00	23.89	23.87	23.84	24.03	23.94	23.49	23.84	0.35	23.97	23.97	23.88	23.83	0.03
Basic Share Of Discount	12.31	15.53	15.91	15.12	15.33	15.61	15.34	15.14	15.33	15.03	14.93	15.14	0.21	15.65	15.45	15.24	15.11	-0.55
Total Discount Category	39.73	36.00	33.44	33.28	33.09	32.53	32.22	31.99	32.54	32.34	31.50	31.99	0.49	32.36	32.40	32.24	32.09	-0.14

Source: Nielsen Integrated Panel.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37
July 9, 1994 (4WM)	48.29	27.55	11.02	5.23	6.38	1.45
	5.07	**(6.33)**	**0.01**	**0.47**	**0.64**	**0.08**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base March 1993	60.26	39.73	28.11	11.63
July 9, 1994 (4WM)	67.91	32.09	23.83	8.27
	7.65	**(7.64)**	**(4.28)**	**(3.36)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base March 1993	24.43	7.70	5.16	0.51	4.27
July 9, 1994 (4WM)	32.01	7.58	5.57	1.25	4.78
	7.58	**(0.12)**	**0.41**	**0.74**	**0.51**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base March 1993	3.90	3.39	3.70	1.41	0.46
July 9, 1994 (4WM)	4.62	3.31	3.36	1.14	0.38
	0.72	**(0.08)**	**(0.34)**	**(0.27)**	**(0.08)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95
July 9, 1994 (4WM)	4.85	1.29	0.30	3.87	0.88	1.32	2.59	0.59	5.73
	(0.04)	**(0.17)**	**(0.10)**	**0.51**	**0.13**	**0.42**	**(1.49)**	**(2.29)**	**0.78**

PRIVATE LABEL	PM	RJR	Liggett	American
Base March 1993	3.56	6.97	0.57	0.53
July 9, 1994 (4WM)	1.96	4.45	1.00	0.85
	(1.60)	**(2.52)**	**0.43**	**0.32**

Source: Nielsen Integrated Panel.
Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN WEEKLY C-STORE DATA
(800 C-Stores)

COMPANY	PM	RJR	B&W	American	Lorillard	Liggett
Base July 1993	47.59	31.33	9.95	4.62	5.36	1.09
July 9, 1994 (4WM)	48.29	27.55	11.02	5.23	6.38	1.45
	0.70	**(3.78)**	**1.07**	**0.61**	**1.02**	**0.36**

CATEGORY	Premium	Discount	Branded Discount	Private Label
Base July 1993	64.00	36.00	25.39	10.62
July 9, 1994 (4WM)	67.91	32.09	23.83	8.27
	3.91	**(3.91)**	**(1.56)**	**(2.35)**

MAJOR BRANDS	Marlboro	PM OPB	Winston	Select	Camel
Base July 1993	29.66	7.07	5.89	0.65	4.34
July 9, 1994 (4WM)	32.01	7.58	5.57	1.25	4.78
	2.35	**0.51**	**(0.32)**	**0.60**	**0.44**

MAJOR BRANDS	Newport	Kool	Salem	Vantage	Now
Base July 1993	3.74	3.13	3.33	1.20	0.41
July 9, 1994 (4WM)	4.62	3.31	3.36	1.14	0.38
	0.88	**0.18**	**0.03**	**(0.06)**	**(0.03)**

BRANDED DISCOUNTS	Basic	Cambridge	Alpine	Doral	Misty	Montclair	Monarch	Best Value	GPC
Base July 1993	5.59	1.38	0.34	3.50	0.77	0.84	3.34	1.64	4.44
July 9, 1994 (4WM)	4.85	1.29	0.30	3.87	0.88	1.32	2.59	0.59	5.73
	(0.74)	**(0.09)**	**(0.04)**	**0.37**	**0.11**	**0.48**	**(0.75)**	**(1.05)**	**1.29**

PRIVATE LABEL	PM	RJR	Liggett	American
Base July 1993	3.05	6.32	0.52	0.73
July 9, 1994 (4WM)	1.96	4.45	1.00	0.85
	(1.09)	**(1.87)**	**0.48**	**0.12**

Source: Nielsen Integrated Panel.
Note: In the Integrated Nielsen Panel, Premium plus Discount does not equal Total due to the inclusion of miscellaneous promotional volume.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9
Philip Morris	72	73	71	71	49	46	44	43	21	21	20	19	20	20	20	19	38	40	42	42
PM Premium	69	71	70	69	46	44	41	38	14	14	13	13	18	19	18	17	38	40	42	42
PM Discount	25	23	22	22	13	11	10	11	12	12	11	10	4	4	4	4				
PM Brd Dsc	25	23	22	22	13	11	10	11	12	12	11	10	4	4	4	4				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	64	64	65	62	46	43	40	37	6	5	6	7	0	1	0	1	37	39	42	42
Red	40	36	32	29	38	34	30	26	4	3	4	5	0	1	0	1				
Medium	33	32	26	25	32	30	24	23	4	3	3	4	0	0	0	0				
Lights (NM)	41	40	35	34	40	39	34	32	4	3	4	4	0	0	0	1				
Mentol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	5	7	5	7	0	1	1	1	8	9	7	6	18	18	18	16				
Benson & Hedges	18	18	18	17	1	1	1	1	3	3	3	2	17	17	16	15				
Merit	8	8	7	8	0	0	0	0	5	5	5	5	3	3	3	3				
Virginia Slims	4	5	5	6	0	0	0	0	4	4	4	3	0	0	0	0	1	1	2	2
Parliament	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	12	10	10	10	7	6	5	6	3	3	3	3	3	3	3	2				
Alpine	2	2	2	2	0	1	1	1	0	0	0	0	2	2	1	1				
Bristol	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1				
Basic	16	15	14	13	8	7	6	6	11	10	9	8	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R. J. Reynolds	77	77	75	77	24	26	26	28	37	38	36	35	56	53	53	52	39	38	34	35
RJR Premium	75	75	73	76	18	20	20	22	37	38	36	35	48	48	48	47	39	38	34	35
RJR Discount	30	31	31	29	11	12	12	11	0	0	0	0	23	22	23	22				
Brown & Williamson	35	35	37	39	10	11	11	11	4	5	6	7	29	27	28	31	1	1	1	1
B & W Premium	25	26	28	28	10	11	11	11	3	4	5	6	17	16	18	18	1	1	1	1
B & W Discount	18	18	18	21	0	0	0	0	2	1	1	1	18	18	18	21				
Lorillard	49	47	45	43	0	0	0	0	5	6	6	3	47	45	44	42				
Lorillard Premium	47	46	44	42	0	0	0	0	5	6	6	3	45	43	42	41				
Lorrilard Discount	10	10	9	9	0	0	0	0	0	0	0	0	10	10	9	9				
American Tobacco	34	34	34	34	3	4	4	3	10	11	12	14	28	28	27	28	1	1	1	1
American Premium	12	12	11	12	1	1	1	1	1	1	1	1	11	11	10	12	1	1	1	1
American Discounmt	29	30	30	30	2	2	3	2	9	10	12	13	23	23	22	23				
Liggett	6	6	6	7	1	1	2	1	0	0	0	0	6	5	5	6				
Liggett Premium	4	4	5	5	1	1	2	1	0	0	0	0	3	3	3	3				
Liggett Discount	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				

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NOTE:Money Off Includes: IRC and Buy Down Stickers. Others Include: Refund Offers, Sweepstakes, and Mail In Offer.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9
Marlboro	64	64	65	62	46	43	40	37	6	5	6	7	0	1	0	1	37	39	42	42
Winston	64	67	66	70	5	9	11	15	30	32	30	29	39	40	39	39	26	26	22	26
Winston Select	49	53	52	53	5	9	11	15	26	30	28	27	32	33	31	32				
Winston Select Lights	46	49	49	51	5	8	10	14	23	26	25	24	30	31	29	30				
Winston Less Select	38	37	38	39	0	0	0	0	6	5	6	6	12	13	13	12				
GPC	14	13	14	16	0	0	0	0	0	0	0	0	14	13	14	16				
Basic	16	15	14	13	8	7	6	6	11	10	9	8	0	0	0	0				
Doral	23	22	23	21	3	4	4	4	0	0	0	0	20	20	20	19				
Camel	54	53	51	52	15	14	12	10	19	17	17	16	16	18	16	17	30	30	29	30
Camel Filter	36	36	33	33	15	14	12	10	19	17	17	16	16	18	16	17				
Camel Wides	3	4	4	3	0	0	0	0	1	1	0	0	2	3	3	2				
Camel Special Lights	30	30	28	26	13	12	11	9	13	11	9	8	14	15	14	15				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Salem	3	3	4	5	0	0	0	0	1	0	0	0	2	2	3	4				
Newport	21	21	21	19	0	0	0	0	5	6	6	3	16	15	15	17				
Kool	16	17	18	18	3	4	4	5	0	0	0	0	13	14	15	15	1	1	1	1
Virginia Slims	4	5	5	6	0	0	0	0	4	4	4	3	0	0	0	0	1	1	2	2
Merit	8	8	7	8	0	0	0	0	5	5	5	5	3	3	3	3				
Benson & Hedges	18	18	18	17	1	1	1	1	3	3	3	2	17	17	16	15				
Monarch	9	12	12	11	8	9	9	8	0	0	0	0	2	3	3	4				
Cambridge	12	10	10	10	7	6	5	6	3	3	3	3	3	3	3	2				
Vantage	6	6	5	5	0	0	0	0	1	0	0	0	6	5	5	5				
Carlton	12	12	11	12	1	1	1	1	1	1	1	1	11	11	10	12	1	1	1	1
Montclair	17	18	18	18	2	2	2	1	6	6	7	7	12	13	12	13				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	19	21	21	22	0	0	1	1	3	4	7	9	16	17	16	15				
Kent	2	2	2	3	0	0	0	0	0	0	0	0	2	2	2	3				
Viceroy	4	4	3	3	0	0	0	0	1	0	0	0	3	3	2	3				
Capri	15	16	16	17	8	7	7	7	3	4	5	6	8	8	7	7				
Now	2	1	1	1	0	0	0	0	0	0	0	0	2	1	1	1				
More	0	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1				

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NOTE:Money Off Includes: IRC and Buy Down Stickers. Others Include: Refund Offers, Sweepstakes, and Mail In Offer.

Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN WEEKLY C-STORE REPORT
% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9	6/18	6/25	7/2	7/9
PRIVATE LABEL																				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
American PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Liggett PL	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1				
Total PL	2	3	3	3	0	0	0	0	0	0	0	0	2	2	2	2				
Basic	16	15	14	13	8	7	6	6	11	10	9	8	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	9	12	12	11	8	9	9	8	0	0	0	0	2	3	3	4				
GPC	14	13	14	16	0	0	0	0	0	0	0	0	14	13	14	16				
Raleigh Extra	4	4	4	4	0	0	0	0	0	0	0	0	4	4	4	4				
Doral	23	22	23	21	3	4	4	4	0	0	0	0	20	20	20	19				
Cambridge	12	10	10	10	7	6	5	6	3	3	3	3	3	3	3	2				
Viceroy	4	4	3	3	0	0	0	0	1	0	0	0	3	3	2	3				
Misty	19	21	21	22	0	0	1	1	3	4	7	9	16	17	16	15				
Montclair	17	18	18	18	2	2	2	1	6	6	7	7	12	13	12	13				
Alpine	2	2	2	2	0	1	1	1	0	0	0	0	2	2	1	1				
Old Gold	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Sterling	3	2	2	3	0	0	0	0	0	0	0	0	3	2	2	3				
Bristol	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1				
Magna	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Pyramid	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Riviera	2	2	2	2	0	0	0	0	0	0	0	0	1	1	2	2				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20's	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American Ff/Lts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	57	60	57	59	22	22	21	21	19	20	21	21	47	46	44	45				
Total Discount	58	60	58	59	22	22	21	22	20	20	22	22	47	46	44	45				

NOTE:Money Off Includes: IRC and Buy Down Stickers. Others Include: Refund Offers, Sweepstakes, and Mail In Offer.

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Source: https://www.industrydocuments.ucsf.edu/docs/sxgn0004

NIELSEN PRICING AUDIT
NET PACK PRICES - 7/9/94

	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	MAY 28 1994	JUN 4 1994	JUN 11 1994	JUN 18 1994	JUN 25 1994	JUL 2 1994	JUL 9 1994	DIFF VS WAGO
PREMIUM	$1.90	$1.91	$1.90	$1.93	$1.92	$1.92	$1.93	$1.92	$1.92	$1.92	$1.92	$1.91	$1.91	$0.00
MARLBORO	$1.91	$1.91	$1.91	$1.93	$1.93	$1.93	$1.93	$1.92	$1.93	$1.92	$1.92	$1.92	$1.92	$0.00
WINSTON	$1.89	$1.90	$1.89	$1.92	$1.92	$1.91	$1.92	$1.92	$1.92	$1.92	$1.91	$1.90	$1.90	$0.00
DIFFERENCE	$0.02	$0.01	$0.02	$0.02	$0.01	$0.02	$0.01	$0.01	$0.01	$0.01	$0.01	$0.02	$0.02	$0.00
CAMBRIDGE	$1.54	$1.53	$1.53	$1.56	$1.55	$1.55	$1.55	$1.55	$1.56	$1.55	$1.55	$1.56	$1.55	-$0.01
DORAL	$1.47	$1.48	$1.47	$1.50	$1.49	$1.49	$1.49	$1.49	$1.49	$1.50	$1.49	$1.48	$1.47	-$0.01
BASIC	$1.53	$1.53	$1.54	$1.56	$1.56	$1.55	$1.55	$1.56	$1.56	$1.56	$1.56	$1.55	$1.55	$0.00
RJR PRIVATE LABEL	$1.34	$1.34	$1.35	$1.36	$1.36	$1.36	$1.35	$1.36	$1.36	$1.37	$1.36	$1.32	$1.33	$0.01
BEST VALUE	$1.43	$1.41	$1.41	$1.43	$1.42	$1.41	$1.40	$1.43	$1.41	$1.43	$1.44	$1.42	$1.41	-$0.01
MONARCH	$1.48	$1.48	$1.47	$1.51	$1.50	$1.50	$1.50	$1.49	$1.49	$1.48	$1.48	$1.48	$1.47	-$0.01
GPC	$1.41	$1.41	$1.41	$1.41	$1.41	$1.41	$1.41	$1.40	$1.40	$1.40	$1.41	$1.39	$1.39	$0.00
ALL AMERICAN VALUE	$1.48	$1.45	$1.48	$1.52	$1.48	$1.44	$1.39	$1.46	$1.47	$1.51	$1.54	$1.46	$1.43	-$0.03
LOWEST PRIVATE LABEL	$1.35	$1.35	$1.36	$1.36	$1.36	$1.36	$1.36	$1.35	$1.36	$1.37	$1.36	$1.35	$1.35	$0.00
LOWEST BRND DISC (NEW)	$1.38	$1.39	$1.39	$1.41	$1.40	$1.40	$1.40	$1.40	$1.40	$1.40	$1.39	$1.38	$1.38	$0.00
LOWEST DISCOUNT	$1.33	$1.34	$1.33	$1.35	$1.35	$1.34	$1.34	$1.34	$1.34	$1.34	$1.34	$1.33	$1.32	-$0.01
MARLBORO														
% GAP	43.9%	43.2%	43.5%	43.3%	43.1%	43.8%	43.8%	43.3%	43.2%	43.4%	43.3%	44.4%	45.5%	1.1%
$ GAP	$0.58	$0.58	$0.58	$0.58	$0.58	$0.59	$0.59	$0.58	$0.58	$0.58	$0.58	$0.59	$0.60	$0.01

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NIELSEN PRICING AUDIT
NET CARTON PRICES - 7/9/94

	APR 16 1994	APR 23 1994	APR 30 1994	MAY 7 1994	MAY 14 1994	MAY 21 1994	MAY 28 1994	JUN 4 1994	JUN 11 1994	JUN 18 1994	JUN 25 1994	JUL 2 1994	JUL 9 1994	DIFF VS WAGO
PREMIUM	$16.31	$16.26	$16.27	$16.37	$16.39	$16.41	$16.35	$16.38	$16.40	$16.36	$16.36	$16.33	$16.30	-$0.03
MARLBORO	$16.33	$16.29	$16.31	$16.42	$16.44	$16.47	$16.40	$16.45	$16.48	$16.41	$16.43	$16.44	$16.40	-$0.04
WINSTON	$16.28	$16.24	$16.25	$16.36	$16.34	$16.38	$16.33	$16.34	$16.37	$16.35	$16.29	$16.23	$16.17	-$0.06
DIFFERENCE	$0.06	$0.05	$0.06	$0.06	$0.09	$0.10	$0.08	$0.11	$0.11	$0.07	$0.13	$0.21	$0.23	$0.02
CAMBRIDGE	$13.69	$13.71	$13.70	$13.82	$13.83	$13.93	$13.79	$13.86	$13.91	$13.89	$13.91	$13.88	$13.85	-$0.03
DORAL	$12.88	$12.83	$12.83	$12.96	$13.01	$13.04	$12.92	$13.01	$13.03	$12.99	$12.90	$12.95	$12.90	-$0.05
BASIC	$13.34	$13.29	$13.33	$13.51	$13.51	$13.48	$13.50	$13.55	$13.54	$13.54	$13.51	$13.52	$13.48	-$0.04
RJR PRIVATE LABEL	$12.13	$12.17	$12.22	$12.13	$12.24	$12.26	$12.14	$12.17	$12.23	$12.10	$12.01	$12.20	$12.12	-$0.08
BEST VALUE	$12.86	$12.65	$12.83	$12.65	$12.73	$12.62	$12.65	$12.74	$12.54	$12.57	$12.52	$12.50	$12.60	$0.10
MONARCH	$12.91	$12.84	$12.95	$12.99	$13.22	$13.13	$13.01	$13.17	$13.11	$13.20	$13.02	$12.96	$12.74	-$0.22
GPC	$12.17	$12.03	$12.02	$12.11	$12.24	$12.20	$12.20	$12.22	$12.15	$12.21	$12.15	$12.21	$12.19	-$0.02
ALL AMERICAN VALUE	$13.44	$13.76	$13.44	$13.37	$13.24	$13.26	$13.44	$13.48	$13.41	$13.50	$13.38	$13.36	$13.20	-$0.16
LOWEST PRIVATE LABEL	$11.64	$11.69	$11.63	$11.57	$11.77	$11.80	$11.67	$11.70	$11.78	$11.67	$11.67	$11.76	$11.73	-$0.03
LOWEST BRND DISC (NEW)	$12.09	$12.02	$12.04	$12.17	$12.22	$12.19	$12.07	$12.15	$12.17	$12.17	$12.12	$12.13	$12.12	-$0.01
LOWEST DISCOUNT	$11.66	$11.55	$11.58	$11.70	$11.75	$11.76	$11.63	$11.71	$11.72	$11.72	$11.67	$11.71	$11.70	-$0.01
MARLBORO														
% GAP	40.1%	41.1%	40.9%	40.4%	39.9%	40.1%	41.0%	40.5%	40.6%	40.1%	40.8%	40.4%	40.2%	-0.2%
$ GAP	$4.67	$4.74	$4.73	$4.72	$4.69	$4.72	$4.77	$4.74	$4.76	$4.70	$4.76	$4.73	$4.70	-$0.03

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